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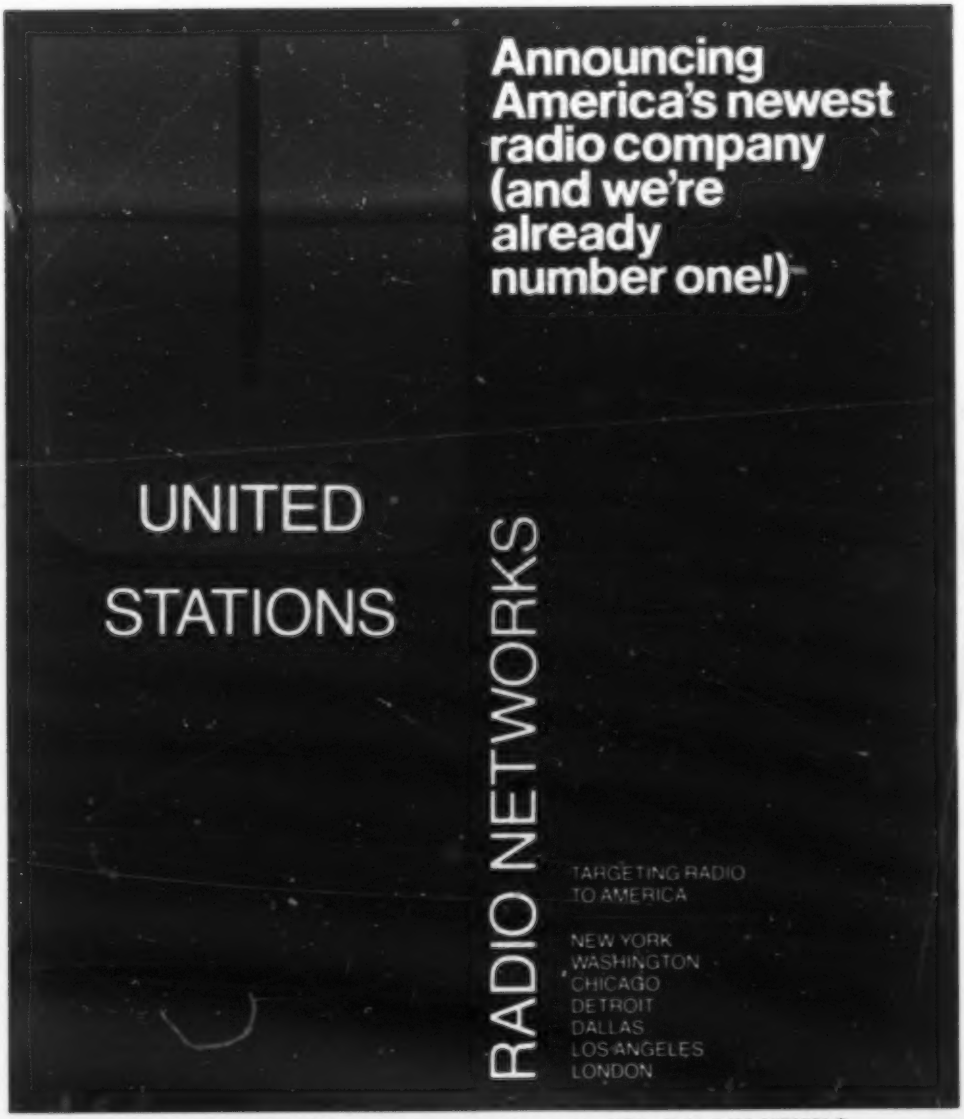
The Fifth Estate

Broadcasting ϟ May 13



*RADAR 30, VOLUME 2, RKO ONE: #1 ADULTS 18–34, 18–49, 25–49, 25–54 MON.–SUN., 6 AM–MIDNIGHT

54th Year 1985

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Vol. 106 No. 19

Broadcasting May 13

Skyrocketing values for TV stations
Murdoch, Davis and Metromedia make a deal
Fall prime time schedules in place

GOING UP □ The already robust values of television stations seem to be going through the roof based on the latest buyout trends. **PAGE 35.**

BILLION-DOLLAR SALE □ Rupert Murdoch and Marvin Davis purchase Metromedia for $2 billion and announce intention to sell WCVB-TV Boston to Hearst Corp. for $450 million. **PAGE 36.**

CRT RESIGNATION □ Copyright Royalty Tribunal Chairman Marianne Hall resigns amid controversy over her role in book termed by many to be racist. **PAGE 39.**

SET FOR FALL □ CBS logs in as final network to announce fall prime time schedule. **PAGE 40.**

COUNTING VOTES □ Storer shareholders cast ballots for control of company. Present management believes it has the votes it needs to maintain control. **PAGE 47.**

CHICAGO BOUND □ Broadcast Financial Management Association opens 25th annual convention. **PAGE 50.**

VOTE OF CONFIDENCE □ Roper polls confirm television's status as most credible news source. **PAGE 58.**

ABC PARTY □ ABC pulls out all the stops for affiliates convention in New York, where Pierce, Thomopoulos, Goldenson and Mandala address the group. **PAGE 64.**

UPBEAT MOOD □ Although daytime is a source of concern, changes at news division and second-place prime time finish have NBC affiliates in a good mood. **PAGE 70.**

SCHEDULE OVERHAUL □ ABC announces fall schedule with replacements for one-third of old lineup. **PAGE 72.**

ROAD AHEAD □ Funding and underwriting top agenda of meetings of CPB, PBS and NAPTS, set for this week in San Francisco. **PAGE 78.**

GIRDING FOR BATTLE □ U.S. officials prepare for upcoming Space WARC meeting where haves and have-nots are expected to battle over *a priori* plans. **PAGE 82.**

NEW IN TOWN □ Presion Padden named INTV president. **PAGE 100.**

FOUND A HOME □ PBS settles on suburban Washington site (Alexandria, Va.) for new home. **PAGE 101.**

GOING DOWN □ Sluggish April in radio spot sales after double-digit gain in first quarter. Network business also leveling off. **PAGE 103.**

CREATIVE APPROACH □ AAAA convention to emphasize creativity. **PAGE 104.**

SOLD! □ As senior VP of sales, Bob Blackmore is engrossed in the business of selling others on NBC. **PAGE 127.**

INDEX TO DEPARTMENTS

Advertising & Marketing....103	Closed Circuit.....7	For the Record.....108	The Media.....98
Business.....47	Datebook.....20	In Brief.....128	Monday Memo.....30
Business Briefly.....14	Editorials.....130	In Sync.....54	Programming.....64
Cablecastings.....10	Fates & Fortunes.....123	Journalism.....88	Riding Gain.....94
Changing Hands.....99	Fifth Estater.....127	Law & Regulation.....80	Stock Index.....52

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $65, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $85. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: A.F. Associates, Inc. 20 □ Almi Television 18 □ American Airlines Priority Parcel Service Third Cover □ Ampex Corp. 57 □ Arbitron Ratings 83 □ Associated Press Broadcast Services 14, 27 □ Barclays American Business Credit 78 □ Blackburn & Co., Inc. 98 □ Blair Entertainment Second Cover/3 □ Broadcast Electronics, Inc. 60 □ CBS/Broadcast Group 32-33 □ CBS RadioRadio 51 □ Classified Ads 111-122 □ Claster Television Productions 12-13, 82, 84, 86 □ Columbia Pictures Television 8-9 □ Continental Electronics 94 □ Daniels & Associates 73 □ Delta Dash 74 □ Eastman Radio 85 □ Essence Television Productions, Inc. 93 □ Firstmark Financial 107 □ Fleet National Bank 87 □ Gammon & Ninowski Media Investments, Inc. 106 □ Grandy & Berkson Media Brokers 103 □ Group W Productions 53 □ GTE Spacenet 75 □ Heller-Oak Communications Finance Corp. 104 □ Independent Insurance Agents of America, Inc. 91 □ Kalil & Co., Inc. 101 □ Katz American Television 69 □ Katz Continental Television 71 □ KHJ-TV 15 □ King World Enterprises 11 □ H.B. LaRue, Media Broker 102 □ Lorimar 23, 24-25 □ The Mahiman Co. 99 □ MCA TV 16-17 □ Metromedia Producers 65, 66-67 □ Modulation Associates 76 □ Motorola 95 □ National Associaton of Broadcasters 96 □ NBC Radio 59 □ Orion Television Syndication 56 □ Otari Corp. 19 □ Post-Newsweek Stations, Inc. 48-49 □ Professional Cards 108, 109 □ Robert W. Rounsaville & Associates 100 □ Selcom Radio 34 □ Seltel 55 □ Services Directory 109 □ Society Bank 6 □ Springwood Psychiatric Institute 89 □ Howard E. Stark 92 □ Stroh's Circle of Sports 97 □ Joe Sullivan & Associates, Inc. 80 □ Supernet 63 □ Syndicast Services 81 □ Szabo 31 □ D.L. Taffner/Ltd. 10, 26, 58, 70, 77 □ Telepictures Corp. 21 □ 3M 28-29 □ Edwin Tornberg & Co., Inc. 105 □ Tribune Entertainment Co. 61 □ TV Log 79 □ United Stations Radio Networks Front Cover □ Ward-Beck Systems Ltd. Fourth Cover □ Warner Bros. Television Distribution 43, 44-45, 46 □ Wold Communications 72 □ Worldwide Church of God 4

undersecretary of commerce for international trade. Mayflower hotel, Washington. Information: (202) 955-4687.

■ **May 29**—*National Association of Broadcasters* regional summer small market TV workshop. Sheraton Park Central hotel, Dallas. Information: (202) 429-5362.

■ **May 30**—*National Association of Broadcasters* membership committee meeting. NAB headquarters, Washington.

■ **May 30**—*Northern California Broadcasters Association* meeting. Speaker: Shaun Sheehan, senior vice president, National Association of Broadcasters, on status of effort to ban beer/wine commercials. Trader Vic's, San Francisco.

May 30-June 1—*National Cable Forum*, preview of upcoming made-for-cable programing, during annual consumer press tours. Arizona Biltmore, Phoenix. Information: (213) 278-3940.

May 30-June 1—International Visual Communication Conference, sponsored by *University of Pennsylvania's Annenberg School of Communications*. Hilton hotel, Philadelphia. Information: (215) 898-7037.

May 30-June 1—*Television Bureau of Advertising* sales staff meeting. Rye Town Hilton, Rye, N.Y.

May 31-June 2—"Chemophobia and the News," journalism conference co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Indian Lakes Conference Center, Chicago. Information: (213) 851-7372.

June

June 1—Second annual Broadcasting-Taishoff seminar, "designed to identify and inspire future leaders of television news," sponsored by *Sigma Delta Chi Foundation*, with grant from *Broadcasting-Taishoff Foundation*, honoring memory of Sol Taishoff, late founder-editor of Broadcasting. WBBM-TV, Chicago. Information: (312) 649-0224.

June 1-2—*American Film Institute* workshop, "Writing is Rewriting," on structural, creative and commercial aspects of screenwriting. Chicago Filmmakers, 6 West Hubbard Street, Chicago.

June 2-4—*CBS-TV* promotion executives conference. Vista International, New York.

June 2-5—*National Cable Television Association* annual convention, including National Cable Programing Conference. Las Vegas Convention Center, Las Vegas.

June 2-5—*JCPenney-University of Missouri* television workshop. School of journalism, UM, Columbia, Mo. Information: (314) 882-7771.

June 2-5—*ABC-TV* promotion executives conference. Hamilton, Itasca, Ill.

June 2-5—*PBS* annual press tour. Arizona Biltmore, Phoenix.

June 2-8—Sixth Banff Television Festival, annual international event recognizing "excellence in TV films and programs." Banff Springs hotel, Alberta. Information: (403) 762-3060.

■ **June 4**—*National Association of Broadcasters* metro market committee meeting. NAB headquarters, Washington.

■ **June 4**—*American Women in Radio and Television, New York City chapter*, annual Pinnacle awards luncheon. Rainbow Room, New York.

June 4-6—*NBC-TV* promotion executives conference. Hyatt Regency, Chicago.

June 4-7—Satellite communications, course offered by *Continuing Education Institute*, nonprofit organization providing professional development in engineering and applied science. Amfac hotel, Los Angeles.

June 5-9—*CBS* annual press tour. Arizona Biltmore, Phoenix.

■ **June 6**—"Blueprint for Success," TV broadcast acquisition seminar sponsored by *National Association of Broadcasters*. Westin hotel, Chicago. Information: (202) 429-5362.

■ **June 6-7**—*National Federation of Local Cable Programers*, mid-Atlantic region, regional conference, "Making Access Work for Us." Co-sponsors: Cable Users Association of New Jersey and Newark Mediaworks. Mercer Community College, Trenton, N.J.

June 6-8—*Iowa Broadcasters Association* annual convention. Cedar Rapids, Iowa.

June 6-9—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago.

June 6-12—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

June 7-9—*National Association of Farm Broadcasters* Southeast regional meeting. Grove Park Inn and Country Club, Asheville, N.C.

June 8-11—*American Advertising Federation* national convention. J.W. Marriott, Washington.

June 9-11—*Microwave Communications Association* annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

June 9-12—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge on Table Rock Lake, Branson, Mo.

June 10—Presentation of Monitor Awards of *Videotape Production Association*. Lincoln Center, New York State Theater, New York.

June 10—"1985 Wingding," sponsored by *Southern California Broadcasters Association*, featuring competition among broadcast and advertising executives in golf, tennis and racquetball. Sportmen's Lodge, Studio City, Calif. Information: 213-466-4481.

June 10-11—*NBC* annual press tour. Century Plaza, Los Angeles.

June 10-12—Fourth annual *International Radio Festival of New York*, radio program competition. Sheraton Center hotel, New York. Information: (914) 238-4481.

■ **June 11**—"A Practical Guide to the Cable Communications Policy Act of 1984," program sponsored by *Practising Law Institute* and *American Bar Associ-*

Stay Tuned

A professional's guide to the intermedia week (May 13-19)

Network television □ **ABC:** *A Death in California* (two-part dramatization), concluding Monday 9-11 p.m.; *Placido Domingo Steppin' Out With the Ladies!* (music special), Tuesday 10-11 p.m.; *Celebrities! Where Are They Now? Fourth Edition* (magazine special), Thursday 9-10 p.m.; *Staff of Life* (comedy special), Friday 9:30-10 p.m.; *Deadly Intentions* (two-part suspense drama), Sunday 8-10 p.m. and next Monday 9-11 p.m. **CBS:** *The 1985 Miss USA Pageant*, Monday 9-11 p.m.; *It's Your 20th Anniversary, Charlie Brown* (animated/live action retrospective), Tuesday 8-9 p.m.; *The Lady From Yesterday* (drama), Tuesday 9-11 p.m.; *Blade in Hong Kong* (action adventure), Wednesday 9-11 p.m.; *Christopher Columbus* (two-part mini-series), Sunday and next Monday 8-11 p.m. **NBC:** *Jackie Gleason Presents the Honeymooners Reunion* (vintage kinescopes), Monday 8-9 p.m.; *Peyton Place: The Next Generation* (drama), Monday 9-11 p.m.; *Father Serra and the American West* (religious documentary), Sunday 1-2 p.m.; *Motown Returns to the Apollo* (variety special), Sunday 8-11 p.m. (check local times). **PBS** (check local times): *Herman Melville, Damned in Paradise* (documentary), Wednesday 9-10:30 p.m.; *Bernstein Conducts "West Side Story"* (documentary), Friday 9-10:30 p.m.

The Lady From Yesterday on CBS

Network radio □ **NBC Radio Network:** *Newsline Extra: "The Hunt for the Angel of Death"* (five 90-second reports), Monday-Friday (check local times).

Cable □ **Arts & Entertainment:** *Escape** (three-part re-creation series), Wednesday 8-9 p.m.; "Alexander Nevsky" (Russian historical film), Saturday 8-10:30 p.m.; *Einstein* (documentary), Saturday 10:30 p.m.-midnight; *Wynton Marsalis: Catching a Snake* (music special), Sunday 9-10 p.m. **Cinemax:** *Eros International** (six-part series), Monday 10-10:30 p.m.; "Where the Boys Are '84 (comedy), Saturday 8-9:30 p.m. **Lifetime:** *Your Mental Health: Update '85* (informathon), Monday 9-11 p.m. **The Nashville Network:** *Winners' Circle* (interviews), Sunday 6:30-7:30 p.m. **Showtime:** *Huey Lewis and the News: The Heart of Rock and Roll* (music special), Saturday 8-9 p.m.; "Footloose" (music/dance film), Sunday 8-9:45 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, now through July 11.

Errata

Don Golden, from All American Television, Los Angeles, joins **Fries Distribution Co.** there as regional sales manager. Robert Lloyd, executive VP of Fries, was incorrectly named in "Fates & Fortunes" April 8 as being named to that post.

□

NBC won first week of post-season ratings. Headline on weekly television ratings box in May 6 issue was incorrect.

□

Mary Alice Williams, winner of Matrix broadcasting award from New York chapter of Women in Communications (BROADCASTING, May 6), is VP and anchor, New York bureau, for **CNN**.

Second post-season win for NBC

For the second time in the two weeks following the regular prime time season, NBC won a ratings victory with an overall 14.6 average rating and a 25 average share. Based on Nielsen's national television index (NTI) for the week ending May 5, CBS finished second with a 13.8/24 while ABC came in third with a 12.6/21.

NBC had three of the top five programs and five of the top 10. CBS had the other half of the 10. The week's highest rated night was Thursday on NBC, featuring *The Cosby Show* (25.5/43) and a repeat episode of *Family Ties* (21.9/36), the week's first and second rated shows, respectively, appearing in the 8-9 p.m. block.

ABC's highest ranked program of the week came on Tuesday, 9-9:30, with *Who's the Boss* (15.9/26); it finished 18th.

In its third week on NBC, at 8 p.m. on Friday, *Best Times* did a 9.5/18, finishing 58th.

Totaling nightly wins, CBS took three (Monday, Friday, Sunday), ABC two (Tuesday, Saturday) and NBC two (Wednesday, Thursday). The highest rated special was the *NBC Sunday Night Movie* with *Alfred Hitchcock Presents* (18/28), which finished seventh for the week. ABC's *Sunday Night Movie, Lace II*, part one, did a 15.3/24, finishing 23d on the schedule. The week included seven specials and 28 repeats.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	25.5/43
2.	Family Ties	NBC	21.9/36
3.	Dallas	CBS	21.4/36
4.	Cheers	NBC	19.7/32
5.	Newhart	CBS	18.4/28
6.	Falcon Crest	CBS	18.3/32
7.	Hitchcock Presents	NBC	18.0/28
8.	60 Minutes	CBS	17.9/34
9.	Knot's Landing	CBS	17.8/30
10.	A Team	NBC	17.6/31
11.	Murder, She Wrote	CBS	17.6/29
12.	Night Court	NBC	17.6/28
13.	Highway to Heaven	NBC	17.0/28
14.	Facts of Life	NBC	16.8/26
15.	Missing: Have You Seen?	NBC	16.5/27
16.	Kate & Allie	CBS	16.3/28
17.	Sara	NBC	16.3/26
18.	Who's The Boss?	ABC	15.9/26
19.	Trapper John, M.D.	CBS	15.7/26
20.	Love Boat	ABC	15.5/28
21.	Scarecrow & Mrs. King	CBS	15.4/26
22.	Miss Hollywood 1985	ABC	15.4/25
23.	Lace II, part 1	ABC	15.3/24
24.	Miami Vice	NBC	15.2/26
25.	Simon & Simon	CBS	15.2/25
26.	Riptide	NBC	15.2/25
27.	Cagney & Lacey	CBS	15.0/24
28.	Adam	NBC	14.9/24
29.	Crazy Like a Fox	CBS	14.6/22
30.	MacGruder & Loud	ABC	14.3/25
31.	20/20	ABC	14.3/24
32.	Life's Embarrassing Moments	ABC	14.2/23
33.	Hill Street Blues	NBC	14.0/24
34.	St. Elsewhere	NBC	13.9/23
35.	Three's a Crowd	ABC	13.8/24
36.	Hail to the Chief	ABC	13.7/22
37.	Joanna	ABC	13.0/24
38.	Airwolf	CBS	12.7/23
39.	Remington Steele	NBC	12.6/22
40.	Loving Couples	CBS	12.4/21
41.	Apocalypse Now	ABC	12.4/20
42.	Polar Bear	CBS	12.0/23
43.	Gimme a Break	NBC	12.0/21
44.	Knight Rider	NBC	11.8/19
45.	Hunter	NBC	11.6/21
46.	Anything for a Laugh	ABC	11.6/19
47.	T.J. Hooker	ABC	11.5/23
48.	Double Trouble	ABC	11.5/22
49.	Magnum, P.I.	CBS	11.4/19
50.	Diff'rent Strokes	NBC	10.7/23
51.	Benson	ABC	10.7/20
52.	Ray Mancini Story	CBS	10.6/17
53.	Mike Hammer	CBS	10.5/19
54.	Webster	ABC	10.4/21
55.	Under One Roof	NBC	10.4/18
56.	Half-Nelson	NBC	10.4/18
57.	Double Dare	CBS	9.6/16
58.	The Best Times	NBC	9.5/18
59.	Dr. No	ABC	9.5/16
60.	Punky Brewster	NBC	9.0/16
61.	Ripley's Believe It or Not	ABC	8.5/16
62.	Cover-Up	CBS	8.3/17
63.	Eye to Eye	ABC	8.3/13
64.	Street Hawk	ABC	7.9/13
65.	Silver Spoons	NBC	7.8/15
66.	Lucie Arnaz Show	CBS	7.5/14
67.	Jeffersons	CBS	7.1/12

*indicates premiere episode

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Gentle Reader:

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Miss Manners

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there are skeptics. . . . with regards to these network policies." He recognized that while the networks had tried in their testimony "to indicate in some detail, situations that you might conceive of. . . . perhaps, exceptions—that this is not an intention on your part to try and create a little loophole through which you could subsequently slip policy"—that their commitment was made without "any corporate reservations."

Watson assured Swift that it was. "If these skeptics to which you refer, think that we would seek some loophole to undermine the effect of a uniform poll closing hour, and rekindle the controversy that has consumed so much time and effort over the past four years, I think that just looking at it in terms of our self-interest and our desire to put the issue to rest, that would not happen. The commitment that we have made is without reservation, it does not have any qualifications or constitute a loophole, or an effort to achieve, by some other means what we have said we will not do. . . . If all states end their elections at the same time, then this issue is moot."

Joyce said that CBS's credibility was "on the line publicly." Said Grossman: "The simple and direct answer to the question is yes. NBC has only one thing at stake here and that is its credibility and its trustworthiness and its integrity. There is no way that we would make such a commitment and then go and violate [that]." □

Space WARC primed to make history

International satellite conference is shaping up to be confrontation between haves and have-nots; view from Washington: proceeding may be "confusing" and "controversial"

Within the next three months, representatives of upwards of 120 countries will begin assembling in Geneva for the start of the most important international conference on telecommunications since the general World Administrative Radio Conference in 1979. Indeed, in terms of space services, the Space WARC, with its potential impact on services such as telephone, data and video, may be the most important in the history of its sponsor, the International Telecommunication Union. "What is at stake for the U.S.," says Dean Burch, the former FCC chairman who will head the U.S. delegation to the first of what will be a two-session conference, "is its continuing ability to maximize the technology in the geostationary orbit." Yet, as the opening of the conference on fixed satellite services approaches, the view from Washington is that it is "horribly confused" and likely to be "very controversial," as one State Department official put it.

The U.S. has been preparing for five years, yet differences remain among the experts and industry representatives drafting the U.S. position. Most other countries have yet to make clear their views. Information on which to analyze the position of countries in terms of specific issues is lacking. "Everyone has something different," said Dean Olmstead, of the State Department's Space WARC office, "not only in details but in terms of conceptual ideas." A year ago, participants at a preliminary conference appeared to narrow views to seven specific planning proposals. But since then, countries have developed a number of variations.

That confusion, however, involves details. A broader picture seems to indicate that, as in a number of past ITU conferences, the Space WARC is shaping up as a confrontation between the haves and have-nots, between developed countries content with the the existing system under which their telecommunications needs are being met, and developing countries fearful that the resource involved would be gobbled up before their needs were felt, or the ability to satisfy them had been realized. As a result, developing countries' proposals and comments

Q's

Dear Miss Manners:

What is the proper way to convey sympathy if a deceased person is someone you did not particularly care for?

A

Gentle Reader:

Press the relative's hand. Look meaningfully into the eyes-this is done by raising the eyebrows from the nose bridge. Arrange the lips in a weight-of -the-world smile by raising the central part of the closed mouth at the same time as the corners are slightly raised. No one will ever guess.

Miss Manners

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are being monitored for signs of interest in so-called *a priori* plans that would assure all countries a portion of the resource at issue, regardless of when—or even whether—they would need them. And there have been signs in recent weeks that developed countries' fears of such a movement are not baseless.

The arguments the developed countries muster against such plans—that they are wasteful, inefficient and unnecessary—may have the force of logic; the developing countries have something else going for them, if it comes to that: they constitute a majority of the ITU, which operates on the principle of one nation, one vote. What's more, the conference was called for the purpose of providing all countries with a "guarantee" of "equitable access" to the geostationary orbit.

Perhaps with those factors in mind, the U.S. is not following a hard-line approach, insisting on maintaining the present system, under which countries obtain slots and frequencies as needed, coordinating their requirements with others on an ad hoc basis. Rather, sensitive to charges of being insensitive, it is attempting to demonstrate an understanding that some changes in the existing system are required to meet developing countries' demands for "guaranteed" access. Still, the U.S. is leaving no doubt it will not accept an *a priori* plan.

□

The use of the fixed satellite services for telephone and data have attracted the most attention. But increasingly, distributors of television programing are becoming important customers of the fixed satellite services. Television transmissions accounted for some $25 million of Intelsat's $411 million in revenues last year, and Intelsat is forecasting growth in revenues from that source in 1985. Satellites are becoming the favored means of delivering television and cable television signals within the U.S. And in Europe, important changes are under way, as the United Kingdom and other countries abandon historic—and strict—regulatory procedures to facilitate the reception of video signals. Eutelsat, the European regional satellite system, is heavily involved in the transmission of television signals. Indeed, a report by the Global Media Commission of the International Advertising Association describes television as "the undisputed heavyweight champion of advertising" and the key to what it calls "global marketing."

"Television via communications satellites is one of the most revolutionary forces in the world," says Donald Jansky, a telecommunications consultant who is expected to be appointed to the U.S. delegation. "Their signals are spilling out all over the place." He noted that, for less than $2,000, homeowners in the U.S. can purchase terminals to view satellite-delivered signals—and that, at present, some one million such terminals are in operation.

Jansky is one of several prospective members of the U.S. delegation—which is expected to be announced later this month—with a particular interest in television. He is a consultant to CBS, and Jansky Telecommunications, of which he is part owner, is a 12% owner of International Satellite Inc., one of five applicants for a separate international communications satellite system that would compete with Intelsat. Another likely member of the delegation associated with a network is Joseph Flaherty, vice president and general manager, CBS operations and engineering, CBS/Broadcast Group. Jansky and Flaherty have been among those participating in the preparatory work. So has Robert Mazer, a Washington attorney who represents HBO, which, like other companies dependent on satellite-delivery of television signals, sees itself as having a direct stake in the outcome of the conference.

Burch

Mazer, who is also among those mentioned as a likely member of the delegation, cited a number of specific concerns of video distributors regarding the conference. One is that it not develop technical parameters that would prevent video operators from providing a quality signal. Two other concerns involve the prospect of conference decisions requiring an existing system's earth stations to repoint their antennas, an expensive operation: in the event existing systems were required to relocate to accommodate a new satellite, or if an operator were not guaranteed the right to insert a replacement satellite in the orbital slot occupied by a dead bird.

But one of the most crucial concerns of those in developed countries involved with any of the services is the prospect of diminished availability of orbital slots and the frequencies to go with them. For the conference was called in response to the demand of developing countries for "guaranteed" access to the geostationary orbit "on an equitable basis." And the U.S. and other developed countries are nervous about developing countries opting for an *a priori* plan. Such a plan, says Burch, "would make it impossible for us or any nation to take advantage of a technological breakthrough because there would be no orbital slot or frequency to use." Then he said, "We want to continue to utilize these resources as they can best be used for American companies. We don't want that sacrificed." He recognizes the "seductive charm" of such plans to developing countries. But, he says, they offer "illusory benefits—everyone loses if technology goes stagnant."

□

The session that is to begin in Geneva on Aug. 8 and run for five weeks will, among other things, decide the bands and services to be planned and the "principles, technical parameters and criteria for planning," a

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What should a parent do if an unmarried son or daughter wishes to invite a lover overnight?

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phrase sufficiently vague, developed countries believe, to accommodate an arrangement agreeable to them. The second session, in 1988, will implement the plan that is chosen.

The conference to provide "a guarantee in practice" of "equitable access" for all nations is the product of a resolution adopted by the general WARC in 1979 (BROADCASTING, Dec. 10, 1979). And the developing countries' insistence on such a conference stems, in part at least, from the problems of India and Indonesia in coordinating with Intelsat (and with the Soviet Union, in the case of Indonesia) the domestic satellites they planned to launch. India is said to continue to complain it can make less than full use of its satellite because of the problems in coordinating with Intelsat. "India and Indonesia found that in dealing with Intelsat on a one-by-one basis, they lose," State's Olmstead said. As a result, he added, "they want their own slots."

The continuing confusion over how countries will attempt to reach the conference's goals—Jansky, a veteran of a number of ITU conferences, has described the upcoming one as beyond analysis—"a never, never land," filled with "a lot of abstract ideas"—has left Burch with no choice, he says, but to plan for the worst—a conference that would be "political, controversial and difficult"—and to hope for the best. Part of the problem has been the tardiness of countries in submitting their proposals to the ITU in Geneva. The deadline was December, but the U.S., which filed its proposals in March, was among the first. And countries perusing the U.S. offering found generalized statements that are to be superseded in the weeks ahead.

But there are straws in the wind regarding the feelings of countries around the world, and they are blowing in a direction disturbing to the U.S. For instance, Algeria stunned representatives of developed countries at a seminar in Nairobi two weeks ago with the presentation of a paper calling for a rigid *a priori* plan. (U.S. officials indicated they had been led to believe Algeria would not take a hard-nosed approach to the planning issue at the seminar.) The proposal would apply to three fixed satellite bands—6/4 ghz, 7/8 ghz (used by governments worldwide) and 11/12-14 ghz—and reserve a total of 1,000 mhz in those bands for each slot. Each country would be assigned at least one slot: Those seeking additional slots would seek them in accordance with present procedures. The plan, as one State Department official put it, "is quite unattractive to the U.S."

The 80 operational communications satellites in geostationary orbit*

	6/4 ghz	14/11-12 ghz	Hybrid
North, South America (30^0W-180^0W)	16	11	5
Europe, Africa, Mideast (30^0W-66^0E)	17	3	4
Asia, Far East (67^0W-180^0E)	22	1	1
Subtotal	55	15	10

* Figures are as of year-end 1984 and are derived from the IFRB's Master Satellite Register and other sources.

As disturbing to the U.S. and other developed countries as the presentation of the paper by Algeria's N. Bouhired was the general attitude of those attending the seminar, the second of three sponsored by the ITU as a means of briefing member countries' representatives on the conference. Most of the representatives of the African and Middle Eastern countries were said by a State Department official present to be "leaning toward *a priori* planning," though without regard to "any rational consideration."

Algeria was not the first country to surface an *a priori* approach. A U.S. neighbor in the western hemisphere, Colombia, has endorsed the concept. And at a conference preparatory meeting of western hemisphere countries in Buenos Aires, in March, it blocked a U.S. effort to develop a consensus document on planning principles that would have been consistent—or at least not inconsistent—with the position the U.S. will take in Geneva. It would have translated into an endorsement of the existing allocations system. The U.S. failure to win western hemisphere endorsement of the document is not a happy augury for the Space WARC.

Even Canada has been a cause of some concern to the U.S. on the planning issue. It has drafted—but has not yet proposed—what its officials describe as "a flexible *a priori* plan," that they say is designed to accommodate both the goals of developing countries and the requirements of countries like the U.S. and Canada which already operate a number of fixed satellite service systems. The orbital slot, frequency and service

The 162 communications satellites under coordination and/or advanced publication*

	6/4 ghz		14/11-12 ghz		Hybrid		Total	
	Ad. Pub.	Coord.	Ad. Pub.	Coord.	Ad. Pub.	Coord.	Ad. Pub.	Coord.
North, South America (30^0W-180^0W)	17	9	22	4	17	2	56	15
Europe, Africa, Mideast (30^0W-66^0E)	14	6	15	9	19	9	48	24
Asia, Far East (67^0W-180^0E)	4	7	0	1	2	5	6	13
Subtotal	35	22	37	14	30	16	110	52

* Includes many satellites in the geostationary orbit chart. Figures are as of yearend 1984 and reflect satellites listed in advanced publication circulars or presently undergoing coordination as reflected by notations in the IFRB's Master Satellite Register.

area would be assigned in advance, but the power, modulation and type of antenna to be used would be determined through coordination among countries with neighboring satellites. The draft proposal does not satisfy Washington. "The U.S. feels the facade [of an *a priori*] plan will remain," said one official who has discussed the idea with the Canadians. He makes it clear the U.S. hopes Canada shelves it—a view the State Department has impressed on the Canadians.

The U.S. sees the problem not in terms of a spectrum shortage that can only be solved by rationing but as one that can be solved technologically. "We're exhibit A" in that regard, Burch says. He notes the FCC decision providing for reducing spacing between satellites from three degrees in Ku-band and four degrees in C-band to two degrees.

Difficult and controversial as are the issues that are visible, Burch expressed the hope the conference focuses on them—and not on political issues. There is no indication such issues will arise in Geneva in August. But State Department officials were deeply affected at the ITU plenipotentiary conference in Nairobi three years ago, when Arab countries mounted a major and almost successful effort to eject Israel. Some members of the U.S. delegation described that conference as the most "politicized" of the ITU they had ever attended (BROADCASTING, Nov. 15, 1982). And Burch indicated the memory hasn't faded: "I hope we have a conference focusing on satellite services and not on Israel."

□

The U.S.'s strategy for the conference suggests a defense in depth. Although it has accepted the need for some form of "guaranteed" access, the U.S. is seeking to restrict the bands to be planned to only one—the C-band—if any. It contends that the 6/4 ghz band provides the most favorable and economic propagation characteristics and is the most widely used in the fixed-satellite service. Privately, officials add that the U.S. wants to limit the impact of whatever plan is adopted. But whether the U.S. can persuade the conference to limit the extent of its planning is another matter. Many countries are insisting on planning the Ku-band, as well, despite U.S. contentions it is only lightly used.

Among the possible approaches that the U.S. is thinking of including in a "second tier" of proposals is one that would deal with the kind of problem said to have been a factor in the calling of the Space WARC: It would provide for regularly scheduled multilateral conferences to coordinate the near-term requirements of nations in the fixed satellite services. Intelsat has been a problem for a number of countries, not only India and Indonesia, in coordination matters; in some cases, it has taken years to resolve a coordination dispute. And compounding the problem is the fact that countries cannot address coordination problems among themselves until their problems with Intelsat are resolved. The process, one source said, can be "unbelievably complicated." It can also be sufficiently frustrating to make a country a believer in *a priori* planning. Hence the attention being given to a proposal for multilateral coordination procedures.

That proposal, which one source described as being "at the top of the list" of those under consideration, would be the U.S. answer to developing countries' demand for "equitable access" to the geostationary orbit. The U.S. is also considering a proposal for satisfying the demand for "guaranteed" access, one that would involve use of the expansion bands that were added to the fixed satellite services at the 1979 WARC. Those bands would be set aside for long-range planning by developing countries. U.S. officials indicate that developed countries might be able to accept such planning, since no systems are now operating in those bands.

The U.S. is also considering the proposal the United Kingdom is advancing as a means of "guaranteeing" access: It would combine *a priori* planning with "reverse band" operation, and would, at least theoretically, double orbit capacity. The United Kingdom and the National Aeronautics and Space Administration have conducted studies confirming the technical feasibility of reversing the usual order of things, of using, say, 4 ghz as an uplink and 6 ghz as a downlink. U.S. officials say the proposal is compatible with the idea of using expansion bands, but it has its critics within the U.S. The use of reverse band operations in developed countries would cause interference problems for companies like AT&T with large terrestrial microwave systems that share the bands that would be used. It would also be incompatible with receive-only earth stations operating in the bands. And satellite systems operating conventionally in the Ku-band would find themselves faced with new coordination problems. Again, supporters of the proposal say it could be used in developing countries where such problems would not be likely to arise.

But apart from technical considerations, critics of both the expansion-bands and reverse-band operation scheme fear the camel's-nose-under-the-tent syndrome. The U.S. may see those ideas as being restricted to developing countries, but, the critics ask: If those resources were made available, would the FCC be able to withstand pressure for making them available to applicants in the U.S.?

Among other ideas under consideration in Washington as a means of heading off a drive for *a priori* planning is one that originated with and is being pushed hard by Intelsat. It would give priority to the requirements of "common user" systems like Intelsat and, on a regional basis, Eutelsat, on the ground that such systems provide for an efficient use of the spectrum by accommodating the needs of a number of countries through common facilities. Thus, countries with light demands for service would not need their own orbital slots and frequencies—or so the argument goes. And Burch said the U.S. "is very much in favor of common users as a means of meeting requirements."

But officials cite a number of problems with the concept—even apart from the political consideration that developing countries have expressed a demand for guaranteed access to the orbit, not to a satellite system they would not own. FCC officials say definitions might pose a problem: What does "priority" mean? one official asked. What systems would qualify? Representatives of some of the separate international satellite systems that are seeking FCC authority to compete with Intelsat say they could in time be owned by countries they serve. What's more, U.S. officials have their own sense of priorities. "We want to encourage common users," said one FCC official, "but not to the point where our own domestic satellites are not accommodated."

□

If the developing countries and their concern with "guaranteed access" to the geostationary orbit were not enough of a problem for U.S. planners preparing for the conference, countries normally regarded as allies in such proceedings—the countries of Europe—are also a source of worry. The problem they raise is in connection with the direct broadcast satellite plan that Region 2 (western hemisphere) countries adopted in Geneva in 1983. The plan will not become a part of the international radio regulations until it is incorporated into them—an action on the Space WARC agenda. And the Europeans, with the British taking the lead, are opposing the incorporation.

They have contended that the first session of the Space WARC lacks the authority to adopt the Final Acts of the '83 conference, an argument the U.S. has sought to rebut by

New sound looking for a band. Most of the interest in the Space WARC to be held in Geneva later this summer is focused on the fixed satellite services, not broadcast services. But one item on the agenda involves a broadcast satellite service—and one confined to sound broadcasting, at that. The conference is to consider the technical parameters and characteristics appropriate for such a service in the frequency range between 500 and 2000 mhz.

DBS sound service is now possible in the 12 ghz band. But what makes the proposal under study interesting is that it would make possible such service to portable receivers, specifically including those in automobiles. Sound DBS service in the upper bands suffers from rain attenuation. The U.S. supports the concept but is taking the position that the 500-2000 mhz range is too crowded with other services to accommodate a new one. It is proposing that the International Telecommunication Union's CCIR (International Radio Consultative Committee) be directed to continue hunting for an available band, including spectrum above and below the 500-2000 mhz range.

Principal impetus for the effort to find a frequency range for the service has come from the Europeans. In the U.S., CBS appears to be showing the most interest. Robert O'Connor, of CBS operations and engineering, foresees the service as using a digital transmission service to assure a high quality signal. "We in engineering have thought [the proposed service] worth looking into," he said. "But we're looking for a band."

stating that the ITU regulations do not prohibit the first session of a two-session conference from adopting Final Acts and that the agenda for the first session calls on it to "consider" the decisions of the DBS conference and to "incorporate" them, as appropriate. But the Europeans' principal concern may stem from the fact the Region 2 plan provides for feeder links while the DBS plan adopted for Europe—and for Asia, too, for that matter—in 1977 does not. That portion of the DBS plan is to be completed at the second session of the Space WARC. And the Europeans have expressed the fear that some assignments in the Region 2 feeder link plan might restrict the development of their own after it is completed in 1988. But the U.S. says its analysis indicates a conflict can occur only at the one location that Regions 1 and 2 share—31 degrees west. And Region 2 assignments involving that location, the U.S. notes, contain the statement they will be implemented only if they "do not hinder the development and subsequent introduction of a feeder link plan for Region 1."

For all of the effort the U.S. is making to answer European concerns on the matter, however, it is not clear what the consequences of a failure to incorporate the Region 2 plan in the international radio regulations would be. At ITU seminars and meetings being held preparatory to the Space WARC, the U.S. has argued that failure to incorporate the plan would "lead to a very confusing and complex series of exchanges merely to implement an assignment that was in conformity with the Region 2 [DBS] plan and Final Acts." Prospective DBS operators see it as a business problem: The official status and protection a plan would assume, they say, is important to their efforts to obtain financial backing.

The FCC, however, does not appear to be concerned. In the report and order it adopted in connection with its inquiry regarding the preparations for the Space WARC, it said that it "would be orderly, and is desirable" that the Final Acts of the 1983 conference be incorporated into the international radio regulations. But it also said: "The commission proposes to proceed, in any event, to authorize the construction, launch and operation of domestic broadcasting satellites that conform with the provisions of the Final Acts [of the Region 2 DBS conference.]"

□

With almost five years of work behind them, members of the U.S. team preparing for the Space WARC—a team drawn largely from the FCC, National Telecommunications and Information Administration and the private sector—are completing the final three months in a rush of activity that includes a heavy budget of foreign travel. Members of that team were at the ITU seminars in Buenos Aires, in March; Nairobi, two weeks ago, and Bangkok last week. Burch will head a delegation to Moscow for a bilateral meeting with the Soviets later this month. The team will return by way of Stockholm, for a session there, then split in groups that will confer with counterparts in Paris, London and The Hague. Burch's final trip in advance of Geneva will be at the end of June, and will include stops in Japan, China, India, Algeria, Morocco and Saudi Arabia.

All of which—together with the information that can be gleaned in meetings with visits of foreign government officials to Washington—will help provide the basis on which the U.S. planners can sort out and develop the final proposals they will make in Geneva, and the strategy they will follow in making them.

The bottom line of the American position has already been made clear, in several of the commission's notices of inquiry on the Space WARC preparations, in the report and order on the subject, and in comments of those planning the U.S. position, including Burch: An *a priori* plan would not be acceptable. But the Americans are rich in experience gained at ITU conferences and in the preparations made over the past five years, and deep in talent from which to choose a delegation that will number close to 60. With a little bit of luck, some of those working on the preparations say, they should be able to do better than avoid catastrophe—perhaps even help shape a plan that would satisfy the developing countries' demand for "guaranteed access" to the geostationary orbit without impinging on developed countries' ability, as Burch puts it, "to maximize their utilization of technology in the geostationary orbit."What is a "best case scenario?" "No plan at all," said one likely delegation member. After all, the U.S. is content with the present scheme. "But," he acknowledged, "we're not going to come away from the conference without doing anything." □

Alcohol advertising. The highlight of a hearing by the House Select Committee on Children, Youth and Families on alcoholism prevention was a videotape presented by Representative Al Swift (D-Wash.), standing, that featured a composite of public affairs programs on alcohol abuse produced by KOMO-TV Seattle. The tape drew applause from the subcommittee members. (Also pictured, l-r: Paul Gavin, Distilled Spirits Council of the United States; John Burcham Jr., Licensed Beverage Information Council; Tim Reid, Entertainment Industries Council; Michael Jacobson, Center For Science in the Public Interest, which is spearheading Project SMART [Stop Marketing Alcohol on Radio and Television], and August Hewlett, Alcohol Policy Council.)

Swift was asked by the National Association of Broadcasters to present the tape. The station, which is in his district, has launched a major campaign to increase the public's awareness of drunk driving and alcohol abuse.

Jacobson, who presented SMART's position, seemed less intent upon eliminating the ads and more interested in gaining equal time for counteradvertising. "Health spots, announcements supporting alternatives to alcohol and other objective alcohol information should be required to balance the ads promoting alcohol," Jacobson said. "Special messages should be developed and aired to reach the high-risk population, such as pregnant women, children of alcoholics and adolescents. Barring such an equal time provision for broadcast ads and warning notices within print ads, the advertising should be halted," he added. Later, he said he emphasized equal time "because it seems to be forgotten" that SMART has not just wanted a ban, but either a ban or counteradvertising. He said that counteradvertising was "politically more acceptable."

Hewlett, who testified on behalf of NAB, argued there is no evidence that advertising encourages alcohol abuse. "We promote the educational system's approach which has a proved and impressive record as the best method for reducing alcohol-related problems in polycultural America," Hewlett said.

Also testifying was Tim Reid with the Entertainment Industries Council, a nonprofit organization created by the entertainment industry to "combat and deglamourize drug use and alcohol misuse in society." Reid told the members that his organization works with the motion picture and television industries to "significantly cut back or, hopefully, completely eliminate scenes which depict the glamourization of drugs or alcohol."

Accepted

■ KCBQ (1170 khz) San Diego—Seeks CP to make changes in ant. sys. App. April 30.

■ WFFG (1300 khz) Marathon, Fla.—Seeks MP to augment day and nighttime patterns. App. May 2.

■ WNUY (840 khz) Scottsmoor, Fla.—Seeks MP to change TL. App. May 2.

■ WCKZ (1600 khz) Austell, Ga.—Seeks MP to reduce power to 2.5 kw. App. May 2.

■ WQKA (850 khz) Penn Yan, N.Y.—Seeks CP to make changes in ant. sys. App. May 2.

■ WGLD (1320 khz) Greensboro, N.C.—Seeks MP to make changes in ant. sys. and change TL. App. April 30.

■ WXPX (1300 khz) West Hazelton, Pa.—Seeks MP to change hours of operation to unlimited and augment nighttime standard pattern. App. April 30.

FM's

Accepted

■ KRQS (106.3 mhz) Pagosa Springs, Colo.—Seeks mod. of CP to change TL; change ERP to .175 kw, and change HAAT to 1,299 ft. App. May 2.

■ KSDW (100.9 mhz) Sulpher, Okla.—Seeks mod. of lic. to move SL outside community of lic. App. May 2.

■ WKZQ-FM (101.7 mhz) Myrtle Beach, S.C.—Seeks mod. of lic. to install new transmission sys. App. May 2.

TV's

Accepted

■ KOIA-TV (ch. 15) Ottumwa, Iowa—Seeks MP to change ERP to vis. 166 kw, aur. 16.6 kw; change HAAT to 410 ft., and change TL. App. April 30.

■ WDKY-TV (ch. 56) Danville, Ky.—Seeks MP to change ERP to vis. 2,777.8 kw, aur. 277.8 kw and change HAAT to 1,253 ft. App. May 2.

■ *KMBH (ch. 60) Harlingen, Tex.—Seeks CP to change ERP to vis. 2,257.93 kw, aur. 225.79 kw; change HAAT to 1,220.8 ft.; change ant., and change TL. App. April 30.

Actions

AM's

■ KBOA (830 khz) Kennett, Mo.—Granted app. to increase daytime power from 1 kw to 10 kw; install DA-D, and make changes in ant. sys. Action April 26.

■ WMOA (1490 khz) Marietta, Ohio—Granted app. to operate ant. at full radiation efficiency. Action April 24.

■ KRKX (1010 khz) Milwaukee, Ore.—Granted app. to make changes in ant. sys. and change TL. Action April 24.

■ KVOZ (890 khz) Del Mar Hills, Tex.—Granted app. to change TL. Action April 25.

■ WTTN (1580 khz) Watertown, Wis.—Granted app. to make changes in ant. sys. Action April 25.

FM's

■ WVRT (101.7 mhz) Gordo, Ala.—Returned app. to change community of lic. from Reform to Gordo, Ala. Action April 29.

■ KCRI-FM (103.1 mhz) Helena, Ark.—Dismissed app. to change TL; change ERP to 1.06 kw, and change HAAT to 530.8ft. Action April 25.

■ *KUAR (89.1 mhz) Little Rock, Ark.—Dismissed app. to change TL. Action April 25.

■ KYNO-FM (95.5 mhz) Fresno, Calif.—Dismissed app. to change TL; change ERP to 19.5 kw, and change HAAT to 799.64 ft. Action April 25.

■ KAVC (105.5 mhz) Rosamond, Calif.—Dismissed app. to change HAAT to 328 ft. Action April 25.

■ KSCO-FM (99.1 mhz) Santa Cruz, Calif.—Granted app. to change TL; change ERP to 1.1 kw; change HAAT to 2,618 ft.; install DA, and make changes in ant. sys. Action April 22.

■ *KCFR (90.1 mhz) Denver—Dismissed app. to make changes in ant. sys. Action April 25.

■ WRYO (98.5 mhz) Crystal River-Home Springs, Fla.—Granted app. to change TL and change HAAT to 1,331.68 ft. Action April 24.

■ WENS (97.1 mhz) Shelbyville, Ind.—Dismissed app. to change TL; change ERP to 23 kw, and change HAAT to 739 ft. Action April 26.

■ WHKK (100.9 mhz) Erlanger, Ky.—Granted app. to change TL; change HAAT to 1,267 kw, and change HAAT to 466 ft. Action Jan. 29.

■ WBPK (106.3 mhz) Flemingsburg, Ky.—Dismissed app. to change TL; change ERP to 1.36 kw, and change HAAT to 450 ft. Action April 25.

■ WCOZ (96.7 mhz) Paris, Ky.—Granted app. to install new transmission sys. Action April 25.

■ WKJN (103.3 mhz) Hammond, La.—Granted app. to operate formerly authorized facilities as aux. Action April 25.

■ *KSMU (91.9 mhz) Springfield, Mo.—Granted app. to change ERP to 40 kw and change HAAT to 322 ft. Action April 25.

■ WAKH (105.7 mhz) McComb, Miss.—Dismissed app. to change HAAT to 984 ft. Action April 25.

■ *WAMP-FM (88.3 mhz) Toledo, Ohio—Granted app. to change ERP to 1 kw and change HAAT to 196.8 ft. Action April 25.

■ KKRB (106.5 mhz) Klamath Fall, Ore.—Dismissed app. to change TL; change ERP to 44.26 kw; change HAAT to 726.19 ft., and make changes in ant. sys. Action April 25.

■ KJIM (94.9 mhz) Arlington-Fort Worth, Tex.—Granted app. to change TL and change HAAT to 1,508.8 ft. Action April 30.

■ WHAJ (104.5 mhz) Bluefield, W. Va.—Dismissed app. to change ERP to 100 kw; change HAAT to 2,000 ft., and change TL. Action April 25.

TV's

■ WQQB (ch. 40) Bowling Green, Ky.—Granted app. to change ERP to vis. 636.5 kw, aur. 63.65 kw; change HAAT to 564.36 ft.; change ant., and change TL. Action April 26.

■ *KWCM-TV (ch. 10) Appleton, Minn.—Granted app. to change HAAT to 1,246 ft. Action April 22.

■ KNLC (ch .24) St. Louis—Granted app. to change ERP to vis. 3,126 kw, aur. 312.6 kw and change HAAT to 1,002 ft. Action April 22.

■ WGGF (ch. 55) Lebanon, Pa.—Granted app. to change channel number from 59 to 55. Action April 24.

■ KDBC-TV (ch. 4) El Paso—Granted app. to use former main ant. as aux. Action April 26.

Call Letters

Applications

Call	Sought by
	New FM's
KJKJ	Red River Broadcasters, Grand Forks, N.D.
KLFT	Great Plains Educational Trust, Watertown, N.D.
KKRS	Christine E. Paul, Burns, Ore.
	Existing AM's
WEBY	WAVX #1 Radio Inc., Milton, Fla.
WKFD	WMYD Seacoast Broadcasting Inc., Wickford, R.I.
	Existing FM's
WWMS	WOOR SAN-DOW Broadcasting Co., Oxford, Miss.
KCMG-FM	KKCI-FM Keyboard Broadcasting Co., Liberty, Mo.

Grants

Call	Assigned to
	New AM's
WDCQ	Jerry J. Collins, Pine Island Center, Fla.
WACN	Charles M. Anderson, Franklin, Ky.
	New FM's
KCYM	Affinity Communications Inc., Colusa, Calif.
*WFEF	Faith Educational Foundation, Terre Haute, Ind.
WLLG	Lowville Radio Inc., Lowville, N.Y.
KALP	Rio Grande Broadcasting Co., Alpine, Tex.
	New TV
WFTX	Family TV Associates, Cape Coral, Fla.
	Existing AM's
WZZK	WSGN Katz Broadcasting of Alabama Inc., Birmingham, Ala.
WMSH	WUSA Mid-America Broadcasting Co., Mishawaka, Ind.
KZIM	KZYM Missouri-Illinois Broadcasting Inc., Cape Girardeau, Mo.
WQSF	WMBG Richmond Radio Limited Partnership, Williamsburg, Va.
	Existing FM's
WZZK-FM	WZZK Katz Broadcasting of Alabama Inc., Birmingham, Ala.
*WSGN	WEXP Gadsden State Junior College, Gadsden, Ala.
KHLT	KLPQ Signal Media of Arkansas Inc., Little Rock, Ark.
WLYZ	WTKZ Country Communications Inc., Nashville, Ga.
WRDW-FM	WMJB Val-Tel Inc., Wrens, Ga.
WERV	WMRL MRLJ Enterprises, Rotterdam, N.Y.
WDLX	WITN-FM Tar Heel Broadcasting System Inc., Washington, N.C.
WRIO	WMTT Family Broadcasting Group, Ponce, P.R.
WQSF-FM	WQKS Richmond Radio Limited Partnership, Williamsburg, Va.
WILV	WNLT Shockley Communications Corp., Baraboo, Wis.
	Existing TV
WUSA	WTCN-TV Combined Communications Corp., Minneapolis

Summary of broadcasting as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,776	170	4,946
Commercial FM	3,757	418	4,175
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,481
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	370	222	592
Educational VHF TV	115	3	118
Educational UHF TV	182	25	207
Total TV	1,206	273	1,479
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.